December 26, 1949.

Mr. Roger Milkman
Program Manager
Radio Station WHRB
Cambridge, Mass.

Dear Rog:

Thank you for your letter of December 15th. Unfortunately it did not come to my attention until today, due to our Christmas vacation. Our recess began on the 17th of this month, which precluded our carrying the Christmas Carol service.

Here is the situation with Monsanto. Every Sunday at 4:30 P.M. Monsanto of Boston sponsors a program of songs by a New England college glee club. I spoke to the account executive at Monsanto's agency in New York about placing the account with the three New England Ivy stations. After checking with the main office in St. Louis he informed me that he could not get a budget increase to include our stations.

He did indicate, however, that budget limitations were the only reason preventing the placement of the account with us, and suggested strongly that I contact him next year a bit earlier, which I shall certainly do.

I was still desirous of carrying the series of programs, though, so I asked permission to pick it up from WTIC-FM in Hartford, which was granted. We are therefore carrying the programs on a sustaining basis.

It was my hope that W H R B would also be willing to carry the series this year, and my letter of November 16th was an inquiry into the reasoning behind Maury's post card to me, which stated that University policy was the only thing in the way. And that's where it was left.

I am looking fowaard to working with you this next year in promotion of Ivy Network activities. Please keep in mind the basketball games in the future, as we are trying to make arrangements with other stations to carry away games.

Cordially yours,

Howard Eaton, Jr.
Program Director.